

Let's Tell 'em

We started a campaign last week to tell people about the Joshua Monument Desert, the best and healthiest climate in America. And we're going to keep it up each week. A full page will be printed each time, so that we can tell them in big loud letterhs.

This idea came to us on a dull week-end when we noticed the alarming drop in week-end traffic and visitors. Merchants started to complain, advertisers began cutting their budget and we started to wonder where we could get a pick and shovel job. The last item scared us, so we decided to do something about it.

We know this is the best climate in the country. We know the sun shines here three hundred and fifty days a year. We know that there is no smog or humidity. We know we have the purest water ever to filter through an underground channel. We know people have come here with arthritis, asthma, and sinus and have found relief. We know it isn't hot here in the summertime. We also know that few people know this besides us, so we're going to tell them.

It takes money, but we'll print the page at cost. You furnish the names and addresses of people that we want to tell our story to. If you can spare a dollar, weekly, to help the printing costs of this page, it will be appreciated, but above all we need names, names, names! ! !

NAVY ELECTRONICS SCHOOL

29 PALMS—A Naval Reserve Electronics School, which has been quietly operating for a couple of years here, is now open to new personnel. It will hold a weekly two hour training period at the 29 Palms Electric shop starting at 8 p.m. Tuesday evenings, under supervision of Lt. Jack Fauch. The class is open to ex-Navy men from the ages of 16 to 64 and for other citizens between the ages of 17 to 40.

O Sole Mio

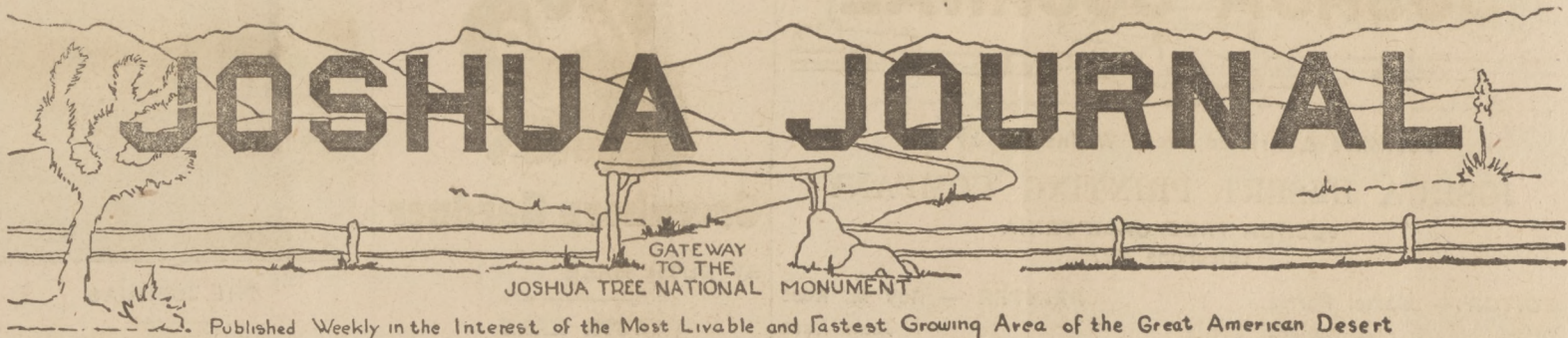
JOSHUA TREE—Of course you've had music while you were filling your stomach, but have you ever been serenaded while getting your gas tank filled? Well, that's the kind of service they give you at the Mull-Gray Service station in Joshua Tree, operated by Larry Gray, musician-grease monkey extra-ordinary. "It drowns the music of the cash register to the customers ears," says Larry. With one hand on the gas pump and the other pumping his German-made accordion, Larry fills the tank to the tune of "My Merrie Oldsmobile," or "Fill Me Up With Ethyl, Ma, I Won't Be Home Tonight."

Larry found it a bit dull just filling gas tanks and asking, "how's your oil?" So he decided to liven up the routine of the Union 1-2-3 Service and added number 4—music! With Dewey Below's beautiful German accordion and time on his hands, Larry started practicing a few tunes. Now he's getting so good that the customers complain when he stops to service their cars. So there was only one thing to do. Now you get service AND music at Mull-Gray. "How about a little 'April Showers'?" Larry, we need our wind-shield washed."

Hutch Sez:

Section thirteen
No more mystery
That charming townsit
Is making history.

— Adger Hutchinson



Published Weekly in the Interest of the Most Livable and Fastest Growing Area of the Great American Desert

Weekly News Review of the Joshua Monument Desert Covering Morongo Valley, Pioneertown, Paradise Valley, Joshua Tree, Sunfair, Indian Cove, Yucca Valley, and Twentynine Palms.

Legion to Form Disaster Committee

YUCCA VALLEY — The local Legion Post No. 469 has been authorized by the District Commander to organize a disaster committee that will assist in an emergency of national scope. This area is considered an evacuation area by the Los Angeles district and in case of an emergency we would need to be able to handle many thousands of evacuees from that area.

All veterans are urged to join RIGHT NOW to help form this important committee. Attend your next Legion meeting.

Baseline Highway Meets Dead-End, Again!

Affiliated Chambers To Organize

JOSHUA TREE—At last the long hoped for Affiliated Chambers of Commerce of the Joshua Monument Desert have met to organize. After several months of attending meetings in the other desert areas of the County without a word of boost for this area, our local chambers have decided to do something for their own promotion. Jack Crane, president of the Joshua Tree Chamber of Commerce has invited the other chamber presidents and secretaries to meet at his office Friday, July 14th for an organizational meeting.

New Store to be Known as Helen's

Helen H. Gerhard has purchased the remaining stock of the Wild's Variety Store from Vernon E. Roof, and on Saturday, July 15, will open to the public in the Shearn Building, with a stock of stationery, greeting cards, magazines, papers, notions, etc.

While the stock at present is limited, more will be added to meet the needs and demands of her customers. She will render laundry and dry cleaning service, shoe repair service, and will have your films developed and printed for you.

The public is cordially invited to drop in and inspect her store and stock.

Bob McGowan Goes To National Conference

29 PALMS — Bob McGowan, new district Governor of the Lions Club was off to the National Convention of Lions District Governors at Chicago last Wednesday. Bob was given a royal send-off and a party at the Rusty Lantern on his way to the Lions special train. Conference will last three days at the Palmer House.

Yucca Village Lures Villagers

Several Village parties made the trip across the desert and low mountains to the north in the past week to dine at Luigi Castalucci's cafe at Yucca Village—Luigi's.

Dr. R. G. and Mrs. Backstrom in company with Mr. and Mrs. Henry S. Reid Jr. were among Villagers there.

Another gay group preceded by cocktails at the homes of Mr. and Mrs. Ham Johns, Judge and Eugene E. Therieau and Dr. and Mrs. Claude Church, Rancho Mirage, had a pre-arranged engagement to meet friends from Riverside at Luigi's.

Dr. and Mrs. Church entertained Mr. and Mrs. Robert Powers at their home and drove directly to Yucca Village. In the matter of a half hour or so, others in the large dinner party numbering more than 20, had arrived.

Mr. and Mrs. Ham Johns, after entertaining friends at their home then met at the home of Judge Eugene E. Therieau, and they, too, proceeded to Yucca.

Attorney William Shaw, frequent visitor in Palm Springs, after entertaining at his home in Riverside, took his guests to join the gathering.

Among those present at the long L-shaped table were: Mr. and Mrs. Jack Hill, Mr. and Mrs. Tom Butcherlee, Dr. and Mrs. Robert Powers, Mr. and Mrs. Ham Johns, Judge and Mrs. Eugene E. Therieau, Mr. and Mrs. Shaw and their lovely daughter Carlene and many others.

JOSHUA TREE — A through highway to Parker, Arizona and the Colorado River met the usual end of most road development in the Joshua Monument Desert area this past week when the County Board of Supervisors turned thumbs down on the proposed Baseline Highway that would route traffic eastward to the river and save motorists many miles between Los Angeles and points east.

Executive members of the local Baseline Highway Improvement Association met with the County Board of Supervisors last Monday and were told that no funds were available at this time for the development. Although little was said at this meeting on the merits of the road, on previous occasions, various board members expressed approval of the project, and sometime in the future funds may be forthcoming.

At a special meeting last Tuesday in the Joshua Tree Community Hall, the members of the Baseline Ass'n. were told by Dr. Williams that the job was back in our own laps and that new strategy must be planned if we are to have this road. Bill Underhill, publisher of the Desert Trail at Twentynine Palms, stated that he had had a telephone conversation with Congressman Sheppard that morning and Mr. Sheppard advised we should arm him with letters recommending that the road be made an evacuation road for the congested coastal areas in case of a major disaster. With such ammunition, Mr. Sheppard might possibly get federal funds to finish the road to its eastern contact point at Rice.

For more than two years, members of the Baseline Ass'n. have been working assiduously to promote this important road. With the aid of local merchants and private supporters, several thousand dollars were raised and expended on the extension from Twentynine Palms towards the Sheephole Mountains. In the meantime County officials have been wined, dined, cajoled and almost threatened for funds for the road, but the project is "back where it started from as

(Continued on page 3)

Our Desert's Growing!
Keep Up With the Latest

— SUBSCRIBE to—

The JOSHUA JOURNAL

(1 YR., \$2 — 2 YRS. \$3)

Name

Address

City..... State.....



Published & Printed every Wednesday by the

JOSHUA DESERT PRINTING COMPANY

JOSHUA TREE, CALIFORNIA
Telephone 7777

EDITOR — Martel Ferris
Office Manager & General Critic
Circulation & Subscription Department
Complaint Department & Old Debts

PRINTER — Ray M. Rees
Jean Rees
Inga Ferris
"Wee" Kirk

Subscription rates \$2 one yr.; \$3 two yrs.
Political Advertising \$1 per column inch
Real Estate rates 75c per column inch
Regular space rates 60c per column inch
Classified rates 20c per line

Last week marked the beginning of a new publication day for The JOSHUA JOURNAL, Saturday. Because we have changed from Redlands to Palm Springs for our linotype work, this necessitates changing our publication day to meet the convenience of our linotype operators. We are pleased with our new set-up and find working with The DESERT SUN Print Shop staff very amiable. The only inconveniencing part is that Yucca Valley and Morongo Valley subscribers do not receive their papers until Saturday afternoon.

We hope that our readers and supporters approved our full page advertisement last week on our promotion of the Joshua Monument Desert and its communities. If any one has any constructive suggestions they certainly are welcome. Also we need names and addresses by the thousands, or our plan is doomed to failure. We will furnish free copies and pay the mailing costs if you will only send in names and addresses of any one you know, who might be interested.

We plan to really splash on this special page, and are going to plug our climate, clean atmosphere, health restoring elements, pure water and all of our other assets that will interest new people to our better way of life.

We are very grateful to Las Casitas Corporation ("Hidden River Ranchos") Section No. 13, to you, and Royal Harold (Red) Woodin, for their contributions in our campaign to gain new citizens. Their full page advertisements in last Saturday's special issue are the very thing that we're trying to sell, Relaxation, Freedom, Health!

Now that the "cat's out of the bag" on the mysterious Section No. 13 ("Hidden River Ranchos"), life has become very dull. "What's the latest on Section No. 13?" had supplanted the old time-worn phrase of just plain, "what's new?" Eagerness lighted the eyes of those who saw us coming, in hopes perhaps that we'd have some real hot inside dope on the big secret. Now, we're just another citizen. We don't rate anymore. We're just a nobody, because now everybody knows as much as we do.

But we're happy that Section No. 13 turned out to be the beginning of a first class subdivision and residential area. We're glad it isn't going to be any submarine bases, or oil fields, or Howard Hughes aircraft plants, or smelter for Kaiser Steel, or any of the industrial projects that were rumored. We want to keep this the cleanest, healthiest climate in America for folks who just want to relax and get away from the chaos of civilization. We're proud to say, "Welcome 'Hidden River Ranchos', and we hope you can stay hidden from the 'smog' and rush and stink of any industrialization."—M.F.

Send us those names for the special promotion page! now!

LEONARD P. WIKOFF

REGISTERED CIVIL ENGINEER

Surveys - Land Information - Subdivisions

P. O. Box 207 — Twentynine Palms, Calif

CLIFF SUFFDY

Water Well Drilling

"Licensed Contractor With Satisfied Customers"

Box 116

Joshua Tree, Calif.



Greenhorn Gardner

BY RUTH HALE

RUTH HALE

It is truly amazing how the little creatures of the desert learn when a place in unoccupied. In the short time that I was away, the various desert beasts moved in and denuded my flower beds. Though it is quite disheartening after all the love and labor which was put into growing these flowers, it is only a natural instinct for animals to come where there is moisture and such tender morsels of food. Up to this time the mature rabbits were wary of the "dog repellent," but now the babies are out in great numbers, they disregard the disagreeable odor.

So far my famous volunteer tomato plant has been untouched and believe it or not it produced one beautiful ripe tomato, large juicy and red and by actual count there are thirty or more which soon will be ready for use. Because this plant did come up by itself one can't but wonder just how deeply the seed was planted, if that fact could be determined we might learn a lesson.

Now with the hot winds blowing it will be well to watch that the ground doesn't become baked. While irrigating it is a good idea to lightly cultivate the soil around the various plants so that the ground is ariated and so that the water will penetrate to the roots. In the evening a little overhead watering will give the young trees and shrubs a new lease on life.

The athols or tameri which were planted this spring are growing at a great rate. These are protected by an eighteen inch wire Circle so that at the present nothing has bothered them. These are having plenty of water, a basinful at least every other day.

In some areas the deer have come down and destroyed the trees. This is unusual but when we think of the dry winter it is not difficult to understand.

No matter where one gardens there are many things which are a challenge and the true gardener though a bit discouraged, will nevertheless seek and find a way to overcome these difficulties.

Bulldozing & Road-grading
Welding

W. C. MOLDENHAUER

Box 92 Yucca Valley

Banning Theatre

FRI.-SAT. JULY 14-15

Louis Hayward
Patricia Medina
"THE FORTUNES OF
CAPTAIN BLOOD"

Lon McCallister - Lois Butler
"BOY FROM INDIANA"

SUN.-MON.-TUES. JULY 16-17-18

Randolph Scott-Ruth Roman
"COLT 45"

Barbara Stanwky-John Lund
"NO MAN OF HER OWN"

WED.-THURS. JULY 19-20

Richard Widmark-Gene Tierney
"NIGHT AND THE CITY"

Robert Cummings-Lizabeth Scott
"PAID IN FULL"



THE JOSHUAS

Lowly Philosophy

By JUNE LeMERT PAXTON

Mid solitude and aching calm,
Grim beauty looms in every season;
And o'er it all there seems to be
Mysterious peace that baffles reason.

A long tail lizard with nary a sigh,
Lazed in the sun just blinking an eye.
He was tired of hustle, fed-up with scurry,
So he lounged in the sun and forgot every worry!

Some people take but never give:
Their souls are seared with greed.
But a packrat believes in fair exchange;
There's no chiseling in his creed.

The leaves that flutter to the ground
Brought low by raging storm,
Are useful still — they only change
Into another form!

(excerpts from the Book of Poems, Desert Peace, by this author.)

Sewing Machine Service

BANNING—At Smitty's Sewing Machine Service, So. San Geronio, complete sewing machine repairs and full service is obtainable. Factory trained, with eighteen years of experience, Mr. Smith can overhaul and guarantee his work on any make of machine. He carries parts and supplies for all makes in addition. In the near future a sewing class is planned in the Joshua Monument Desert area.

CHRISTIAN SCIENCE

LESSON TOPIC "LIFE"

"Life" will be the subject of the Sunday Bible Lesson in all branches of The Mother Church, of Christ, Scientist, in Boston. The Golden Text, chosen from the Psalms, reads: "The Lord is my light and my salvation; whom shall I fear? The Lord is the strength of my life; of whom shall I be afraid?"

John's Gospel relates that when Jesus came to the grave of Lazarus, he said to Martha, "Thy brother shall rise again. . . . Then they took away the stone from the place where the dead was laid. And Jesus lifted up his eyes, and said, Father, I thank thee that thou hast heard me. And I knew that thou hearest me always: . . . And when he thus had spoken, he cried with a loud voice, Lazarus, come forth. And he that was dead came forth, bound hand and foot with graveclothes: . . . Jesus saith unto them, Loose him, and let him go."

In "Science and Health with Key to the Scriptures" Mary Baker Eddy says: "Suffering, sinning, dying beliefs are unreal. When divine Science is universally understood, they will have no power over man, for man is immortal and liveh by divine authority."

John J. Smith, M.D.

Physician & Surgeon

Eye Ear Nose
Throat

Summer Hours:

9 A. M.—1 P. M.

29 Palms

Ph. 711

Places to Stay in Twentynine Palms

	Phone
Smith's Ranch (Trailer)	070
Knott's Sky Ranch	320
Oasis Court	222
Civic Center Motel	182

McClain's

Auto Service

Complete Auto Repair

NEW AND USED PARTS

TOW SERVICE

RICHFIELD STATION

Phone 763

29 Palms

FOWLER'S

SHOE SERVICE

Santa Rosa Brand — Work Shoes
& Boots — Modern Shoe Repairing
Four Corners, 29 Palms

"Tops"

Recordings

Latest HIT Records

.45c each

Some Used Records

10c to 15c

Kenney's

29 Palms Drug Store

Twentynine Palms

PRIVATE

Information Service

"Based on 18 yrs. accurate, unbiased investigation"

JACK CONES

29 Palms

Phone 432



Golden Stallion

"For Excellent Chinese Food"

STEAKS

CHICKEN

BEER & WINE

PIONEERTOWN

Luigi's

Italian Inn
"Finest In Italian Food"
4:30 to 11 p.m. Ph. 7514
Yucca Valley
LOUIS CASTELLUCCI, Prop.

Places to Stay in Yucca Valley

Phone
Lombardo Motel, Joshua Tree 7545
Desert Sky Motel 7516
Desert Queen Motel - 7542
Cab's Motel " " 7549

Day -- Week -- Month
Attractive Monthly Rates

Colorado Court

Thoroughly Modern Apartments
Electric Kitchens
Box 81, Yucca Valley - Ph. J.T. 7507

WILSHIRE PRODUCTS

Yucca Valley Oil Co.

ODGERS

For the BEST Job
See

JOE ARCH

Licensed Building Contractor
Joshua Tree

DUVAL CONSTRUCTION Co.

"High Quality
Desert Homes . .
at a low price"
PARADISE VALLEY
TRACT
Ph. 7515

What's Doing

JOSHUA TREE

COMMUNITY CHAPEL
Rev. D. C. Williams, Minister.
Sunday services, 11 a.m.
Community Chapel
Sunday School: Mrs. H. K. Lee,
Supt., Community Chapel, 9:45 a.m.
Evening Service on Sunday at
7:15.

CHAMBER OF COMMERCE

2nd Friday each month
Community Hall
Board of Directors, 1st Wed.
Community Hall

WOMAN'S CLUB

Regular meeting — 3rd Wednes-
day, each month.

SPORTSMAN'S CLUB

1st & 3rd Monday
Sportsman's Hall

COMMUNITY ASSOCIATION

2nd Thurs., 8 p.m., Community
Hall

CHRISTIAN SCIENCE SERVICE

Sunday Service at 11 a.m.
Sunday School same hour

MORONGO VALLEY

CHAMBER OF COMMERCE

2nd & 4th Thursday
Community Hall

WOMAN'S SOCIAL CLUB

1st Thursday, 7:30 p.m.
Community Hall

VOLUNTEER FIRE DEPT.

1st Wednesday
P.T.A.
1st & 3rd Monday

"YOU FIX IT"

Hi-way Garage Service Member So. Cal. Auto Club

24 HR.

EMERGENCY SERVICE
Phone 7508 - Yucca Valley

NIGHT PHONE 7519

"76" Gasoline

Yucca Valley Notes

The Community Service Club is having a 'pot-luck' supper every Monday night for an indefinite period. The social begins at five P. M. with a clean-up campaign. (After you've earned your cake you can eat it). Bring covered dish, table service and muscle. . . . The Yucca Valley Women's Club will hold their meetings the 2nd and 4th Friday's of each month at 12:30 in Mrs. Pietchman's home. . . . The benefit dance last Wednesday for the victim's of the butane fire had a big turn-out. Us desert folks may be independent, but we sure turn out to help each other in times of trouble. . . . The Westcotts say they are sure glad to be back. Harold has had his first good sleep in months. Business is good too, they say. . . .

HAROLD'S

Hair Dressing

Rilling

Machineless Permanent

Rilling Silver-Jubilee

Cold Wave

Vance Bldg. Yucca Valley

Pioneertown News

That was some birthday party Jonsey had t'other night. Thompson said it sounded like the horse had broken loose. . . . The survey has been completed of all the business lots on Mane Street, and the maps are being made. Should be ready next week. . . . Rose Cone from Long Beach and Toronto, Canada, is a real supporter for Pioneertown's climate. She was a sick gal when she came up. . . . Another series of Gene Autry pics are scheduled next week. . . . Carol Burgess is going to report for Pioneertown news, so give your personals and "rumors" to her; she's in charge of the grapevine now

YUCCA VALLEY

CHAMBER OF COMMERCE
2nd Friday, Community Hall

COMMUNITY SERVICE CLUB
2nd Wed. 7:30 p.m.
Community Hall

AMERICAN LEGION, POST 469

LEGION AUXILIARY
1st Tuesday, 7:30 p.m.
Legion Hall

LIONS CLUB

1st & 3rd Thursday, 7:30 p.m.
Dinner — Board of Directors last
Thursdays

JOSHUA DESERT PRINTING CO.

For Your Printing
Needs

Box 113, Joshua Tree

PHONE 7777

A. H. HOLFORD

Escrow and Loan Service

F.H.A.

Complete information on Title I, Section 8, F.H.A. LOANS. Many are entitled to these loans that are not aware of it.

We are prepared to give accurate information in respect to qualified building, appraisal and approval.

Yucca Valley

CARTER'S DRUG STORE

"We Specialize in Prescription Accuracy

. . . . as Your Doctor Orders"

Yucca Valley

Phone 7503

"Just say, 'Hello, Carters' "

W. C. MOLDENHAUER

"Portable Welding Outfit, on Truck
Go Anywhere

Pipeline Work Our Specialty

Box 92

Yucca Valley

"Materials and Supplies at Reasonable Prices!"

Yucca Village Building Supply

Box 8

YUCCA VALLEY

Ph. 7510

G & M MARKET

(FORMERLY NELSON'S)

"Choicest Meats in the Valley"
FROZEN & FRESH VEGETABLES

Fair Prices!

"It Pays to Shop at Home"

YUCCA VALLEY



Dave's Chevron Service & Garage

"So It's A Hold-Up on Used Cars Now? . . .

. . . We'll Fix The Old One Like New!"

Elk Trail & H'way

Box 601, Yucca Valley

CEMENT PRODUCTS

6" & 8" Blocks — Cess Pools — Septic Tanks — Bond Blocks — Tile
Fade-Proof Colored Blocks on Order

OSCAR ENGLE

Apache Trail

Yucca Valley

ECONOMY PLUMBING

Licensed Plumbers
Contracting and Repairing

ALL WORK GUARANTEED

"BETTER TO CALL RUSTY THAN WISH YOU HAD"

RUSTY ORR, Manager

PHONE 7548

YUCCA VALLEY, CALIF.

CLASSIFIED

Rates — 20c per line. Minimum charge 40c

The New Town of
SUNFAIR
Large Homesites
60x135' Lot
Electricity, Water, Paved Roads
Full Price \$375
Terms \$50, Cash \$10 per month
Only a few of these choice lots
left — first come — first served
—see or write BUNKER LAND
COMPANY, Joshua Tree, Calif.

Free Trailer space, Free water and
other accommodations to couple
with no children. Prefer Pen-
sioners. Address P. O. Box, 45,
Joshua Tree, Cal. 36-tfc

SPECIAL

Week-End Cottage, Modern Low-
Priced for quick sale. Terms.
CHAS. A. MITCHELL

REALTOR

Joshua Tree Box 111

WHY BUILD? Move this right
onto your property and move
in. . . . Building 14x30 feet,
frame-Celotex construction.
Wired for lights. See it at
STUART'S Hidden Rancho,
Yucca Valley, Box 162. 44-1tp

JOSHUA TREE AND VICINITY
For:
Real Estate Information & Prices
See:
JOHN L. DUNCAN
Realtor and Notary Public
Ph. 7071 P.O. Box 26

MOVING SERVICE — Local and
state wide agent for LYON, 29
Palms Van and Storage. Ph. 561.

SUMMER PRICES

WE HAVE SOME OUTSTAND-
ING BUYS IN LOTS, HOUSES
AND DUPLEXES
CRANE REALTY
(across from the Lumber yard)
Joshua Tree, Calif. 35-tfc

HAIR CUTTIN', CECIL'S BAR-
BER SHOP. Yucca Valley. 33-tfc

LARGE 2 bedroom house for rent.
Box 87, Yucca Valley.

MEDICAL NURSE-SECTY. Work
in Desert, clinical or private.
Other work considered. Have
own trailer. K. Woodd, Rt. 1,
523 Vulcan St., Encinitas, Cal.
44-1tp

Ted Richardson

Photo Service

(Local Pick-Up
at HELEN'S)

Box 76

Adobe Rd.

29 Palms

Places to Stay in Joshua Tree

Joshua Tree Lodge & Motel 7331
Valley View Motel Apts. 7441
Le Orta Court 7201
Sun Rise Court (Trailer) 7426
Grand View Motel 7131
Valley Vista Village (Trailer)

Places to Eat in Joshua Tree

Rice's Cafe
Desert Steak House
Joshua Tree Snack Bar

Hubert's Barber Shop

Commercial St., Joshua Tree

Max' Chevron Service

TIRES — BATTERIES
ACCESSORIES

Joshua Tree, Calif.

Emig Block Plant

Sunfair, California

A GOOD PLACE TO STAY

Joshua Tree Lodge

Phone 7331

29 Palms Hiway, Joshua Tree

J. H. Rice

Licensed Electrician

P. O. Box 56

Joshua Tree

TEMPERATURES

July 1.....	104	76	28	9
July 2.....	106	79	14	10
July 3.....	104	79	0	12
July 4.....	103	78	10	18
July 5.....	88	74	14	54
July 6.....	79	62	13	52
July 7.....	86	70	10	42

(The high humidity on the last three days was the result of the rain storm. Normal summer humidity seldom goes above 10%.)

FRUM MY DIGGINS—

By Ol Tom, of Mesa Springs
Frum my diggins I kin see quite a lot o happenins agoin on. And I kin hear by the grapevine whut I dont see.

Wal, one day last week long about the middle o the afternoon, three right pert cowgirls goes aridin along the canyon out towards ol Tip Top. They loks like they wuz plannin to camp out a spell.

Then next day I hears the rest o the story. Seems like them cowgirls went out tuh Mount Springs and camped near the cabin. Even put their bed rolls right alongside them three graves thar. Wal, sometime durin the night the hosses got loose and went tuh grazin round the water hole. Long bout an hour er so before sunup the gals discover the hosses aroumin around and they get up tuh try an catch them. But the hosses start fer home at a run an the gals is left that without no way tuh git home but tuh walk.

But it all turns out OK—so sez the grapevine—cuz soon as the hosses got home, a couple o the men took a jeep out after the gals.

The only thing whut I'm a-wonderin bout is why them hosses broke loose like thet and stayed right thar instead o takin off fer home like they shoulda if theyda bin skairt nough tuh break thar ropes.

I'ma thinkin the rumor frum the grapevine is right—someone musta turned them hosses loose!

Joshua Tree Notes

Just for the record, Bill Chase is a single man, gals. . . . Robert L. Woods, son of Mr. and Mrs. Clarence Woods, left July 4th for Pearl Harbor aboard the U.S.S. Sicily, aircraft carrier escort. Bob has been stationed in New Jersey. . . . Mrs. Pierpont has been visiting with Mrs. Branthoover at her summer home in Idyllwild, but became ill and called Mr. Pierpont to bring her back to Joshua Tree (just like we always said, "it's healthier livin' here"). . . . The Cubs had a bit of tough luck in the ball game Wednesday nite against their arch foe, the Lions. With bases full in the last inning Bob Garry popped a tall fly right into a waiting mitt. In the meele about six guys were put out. Final score: 7 to 6. . . . The ambulance had several runs last week. But they were doing 29 Palms work for them while 29 Palms was visa versa. In an emergency it's anybody's ambulance.

Mrs. Lloyd Passes

JOSHUA TREE — Mrs. Lloyd, mother of Mrs. Monty Norris, passed away Wednesday of this week after a sudden illness. Mrs. Lloyd had been taken to the hospital in San Bernardino Monday. The funeral was held Friday at 2 p. m. in San Bernardino.

Sewing Machines

Agents WHITE ROTARY

- New
- Used
- Rebuilt
- ... and Repairs

65 So. San Geronio
BANNING, CALIF.
Phone 4142

William B. Hatch, Jr.

SURVEYOR

SINCE 1933

LOTS — ACREAGE

Phone 552

5 ACRE GOV'T LEASES

29 Palms

Morongo Notes

Mr. and Mrs. Jim Oster, formerly from Texas, loafed and liked it here so they are building on a 4 acre lot near A. W. Brown's. Mr. Oster is a carpenter and Mrs. Oster was formerly a secretary in the Auto Club at Houston, Texas. . . . Mrs. Jo Carmon was injured in an accident when a truck swayed into their station wagon while on their way to Morongo Valley. She is at present hospitalized. . . . Morongo got 2.38 inches of rain in the big storm last week. . . . About twelve thousand acres of brush were burned in the fire last week in Whitewater, Mission and Big Morongo Canyons, according to Tom Bryan, associate to W. W. Skinner, Ranger. About two-hundred men plus a few volunteers fought the blaze for almost a week. Two fires are still burning in isolated spots and the fire fighters will possibly be another week putting out all embers. . . . (we sure would like to have you send in your personals. Our box number is 113. Joshua Tree. We can't see everyone, so you'll have to cooperate.)

Soft-ball Schedule

July 17 — Rotary vs Lions
July 19 — Joshua Tree vs Eagles
July 24 — Rotary vs Joshua Tree
July 26 — Eagles vs Lions
July 31 — Rotary vs Eagles
Aug. 2 — Joshua Tree vs Lions
Aug. 7 — Lions vs Rotary
Aug. 9 — Eagles vs Joshua Tree

— Opening Saturday, July 15 —

HELEN'S

Located in the Shearn Bldg.

Corner 29 Palms Highway and Center Street

With outstanding values in a limited line of variety goods. Carrying popular magazines, comic books, etc.—Also agency for laundry and cleaning, film developing and printing, shoe repair service.

BERT KING

FUEL OIL . . . BUTANE . . . PROPANE
Joshua Tree P. O. Box 78

Twentynine Palms — P.O. Box 287 — Phone 123

GEO. R. BLOOM

GENERAL CONTRACTOR

OVER One Quarter Century Experience

Joshua Tree, Calif. LET GEORGE DO IT Phone 7441

Groceries • Meats • Produce

— GREETING CARDS AND SUNDRIES —

TRADING POST MARKET

"AIR CONDITIONED FOR YOUR COMFORT"

Joshua Tree

Ph. 7081

A 1 Year Subscription, by mail, \$2.00

Large Coolers at \$29.50

Joshua Tree Builders Supply

"For All Your Building Needs"

JOSHUA TREE

PH. 7666

MULL & GRAY SERVICE

UNION OIL DEALERS

Minute Man 'Service at its Best

TRY OUR NEW WESTERN 1-2-3 SYSTEM

Park & 29 Hiway

LARRY GRAY, Prop.

UPHOLSTERY

Drapes

Slip Covers

MARGRET'S CRAFT SHOP

"LICENSED OPERATOR"

Ph-7251

Box 33

Joshua Tree

GARRY'S



SERVICE

"We Don't Want to Scare You, But---
Cold Rubber Tires Are Getting Hot!
....Get Your Re-Treads, NOW!"

JOSHUA TREE

FRESH and FROZEN

Fruits - - Meats - - Vegetables

B & I MARKET

BILL & IDA

Center St.

Joshua Tree

CHARLES A. MITCHELL

Realtor - Insurance

Phone 7222

Joshua Tree

P. O. Box 111

E. V. & H. LAFFERTY

Grading — Excavating — Asphaltic Paving

Caterpillar — Bull-Dozers & Blades

Joshua Tree

Phone 29 Palms, 573

29 Palms

New Summer Hours

12 Noon to 6 P. M.

Stubbs Men & Women's Shop

AT THE PLAZA — TWENTYNINE PALMS

HOT? . . . FOOIE!

The Joshua Monument DESERT is DIFFERENT

COOL, Summer SUNshine
... at 3,000 Feet



"SMOG"?
HUMIDITY?
INDUSTRIAL FUMES?

... Not HERE!

TOP SIDE ...

On a high-desert plateau, surrounded by mountains that send cool, summer breezes, lies the Great JOSHUA MONUMENT DESERT, the NEWest desert residential area in Southern California.

LIVING ...

We said it, brother. It's real living out here in the clean fresh air, where a man has room to stretch his lungs in this high, dry atmosphere, where heat and humidity don't bother you.

COOL SUNSHINE ...

That's right ... Cool, clear sunshine at 3,000 feet, in a year 'round climate where you can relax in the sun and still keep cool. The JOSHUA MONUMENT DESERT is Southern California's PATIO. Cool, clean and private!

For information write to any of the following:

MORONGO VALLEY

KENNETH FOBES
— AGRICULTURAL ENGINEER —
PALM WELLS

RAY E. SMITH
— REALTOR —
Box 105

YUCCA VALLEY

A. H. HOLFORD
— Loans and Escrows —
F.H.A. Information

JACK PHOENIX
BUILDING SUPPLIES
Box 8 Ph. 7510

OLE HANSON, JR.
EMORY S. HANSON
Lic. Real Estate Brokers

BILL WILLIAMS
REALTOR
Box 187

STOP AT
YUCCA VALLEY INN
TOM & VI

STANLEY JOHNSON
— Turkey Raising Information —
Ace-Hi Feeds

JEAN & BRUCE BURNS
— Desert Boosters —

JOSHUA TREE

COLONEL E. B. MOORE
GOV. 5 ACRE TRACTS
Box 100, Easterly Drive

CHARLES A. MITCHELL
REAL ESTATE — INSURANCE
Box 111 Ph. 7222

HIDDEN RIVER RANCHOS
"Year 'round Desert Living"
Box 84

ROYAL HAROLD (Red) WOODIN
ARCHITECTURAL DESIGNER
Mountain View Circle

JOSHUA TREE
BUILDERS SUPPLY
Box 28 Ph. 7666

JOE ARCH
BUILDING CONTRACTOR
Box 48

HARRY WHEELER
— WELL DRILLING —
Box 82 Ph. 7426

WHITEHORN RANCH
— Rancho-Style Homes —
Ph. 7231

TWENTYNINE PALMS

KENNY DRUG STORE
— Refreshing Place to Stop —
Box 67 Ph. 541

PIONEERTOWN

WRITE TO ...
PIONEERTOWN CORPORATION
% LEE YAPHEE

DROP IN AT
— RED DOG —
JONES & KOKX

PIONEER BOWL
RECREATION CENTER
Post Office

CAROL BURGESS
— 5 Acre Homesteads —
Box 4

SUNFAIR

BUNKER LAND CO.
TURKEY RANCHES.
SUNFAIR

Rotarians Introduced to Million Dollar Turkey Industry at Sunair Luncheon

SUNFAIR—The Sunfair Turkey Growers were host to the Rotary Club of Twentynine Palms at a luncheon in the Contino garden last Tuesday noon, and gave the club an ear-ful and eye-full of Sunfair's turkey raising and the Joshua Monument Desert's big million dollar turkey growing industry.

President Earl Swain brought his Rotarians to Sunfair for lunch and a look into the biggest industry in the valley, turkey growing. Following the opening ceremonies and the usual "horse play" that is a part of every Rotary luncheon, the club and their guests introduced to turkey, Cantina style, and talks by members of the Sunfair Turkey Growers Association. Bob Kroes, Assn. president, briefly outlined the beginning of turkey raising at Sunfair. Mr. Kroes started with eighty birds five years ago and introduced a new climate to turkey growing, the desert. Perry Dutton answered many questions popped by Rotarians revealing that most turkeys thrive better in a dry climate, they start to market as early as August, the mortality rate is lowest in the country, (less than 10%), there are few heat losses (less than 1%), pound of meat per pound of feed is higher here, equal number of toms and hens raised, and many other interesting facts about why Sunfair is the most profitable place in America where turkeys are being raised.

Chester R. Bunker, turkey grower and ranch developer gave a very revealing talk on the industry and a look into the future. Mr. Bunker stated that in five years they had gone from eighty to seventy-one thousand birds. Two years of experimenting resulted in no losses, so they decided to go commercial. The first growers started almost from scratch; lived in tents and

brooder houses, weathered the worst winter in history, but came out as successful growers. Feed companies on the strength of that meager record agreed to finance poult and feed, and last year the growers raised forty-seven thousand birds and made the astounding record of having the smallest losses in the country.

Mr. Bunker further revealed that on the twenty nine ranches, not one person, who is now engaged in raising turkeys, ever grew them before. An amazing tribute to the growers and the climate is the fact that Sunfair turkeys last year brought one and one-half cent more per pound on the market than other Western grown turkeys, and losses were lowest in the country. In some portions as high as sixty-five per cent losses were encountered, whereas the national average is twenty-eight per cent.

Cost of raising turkeys locally is estimated at about four dollars a bird. Nearly two-hundred and eighty thousand dollars worth of feed will be consumed and a gross of four-hundred and twenty thousand dollars will be realized on their sale. The net profit for Sunfair turkey raisers will be NINETY-NINE THOUSAND DOLLARS this year.

In five years time a half million dollar industry has sprung up in the desert where before only jack rabbits and coyotes were about the only inhabitants. It is expected that at the present rate of growth that a million turkeys will be grown in this area in the next five years, resulting in a four million dollar a year business.

Following the luncheon, the Rotarians were taken on a tour of the ranches.

BASELINE HIGHWAY

(Continued from page 1)

have been all proposed roads in the area" as one old-timer remarked. "The only way we can get roads out here is to build them ourselves," he observed, "the attitude that the desert area of San Bernardino County is unimportant and 'that there are too many people out here anyway' is the same one that has persisted ever since we started building roads out here thirty years ago."

It was decided by the membership present that all local organizations would acquire letters from any influential source to be forwarded to Congressman Sheppard who will use them where they will do the most good in getting funds for the road. (Editorial Comment: Though the road has been pointed out by some critics as just a selfish project for this area, it might be observed that there are only four crossings of the Colorado River from California eastward and that in case of evacuation of the West coast the congestion would be a major disaster for the some five million people who might attempt to flee any atomic bombings of the coastal areas. With war with Russia so close the latter situation is not just a desert-rat's "road dream." Instead of discarding the Baseline Highway as a selfish desert-interest project, it might behoove the County Board of Supervisors to investigate the importance of this road. Because County cannot afford the monetary expenditure is no reason for abandonment of improvements in any part of the County. If local citizens have enough interest in County improvements to raise their own funds and spend their time on them, then certainly County officials should at least offer the influence of their offices in promoting additional outside help.

No county in the world has had as many miles of public roads built by its private citizens as San Bernardino County and less appreciation for them. In is unfortunate that San Bernardino is divided geographically so that part of its citizens are almost in another world. The County chose its own boundaries and that some of its citizens chose to live in its healthiest section is no reason for them to be penalized by a remote-control administration. That we are separated by miles of mountainous terrain and must pass through another county to get to the county seat is unfortunate. But if official attitudes are so rigid that they cannot be changed, then perhaps boundaries can.

County service in this section of the County has increased considerably in the past two years. The Supervisor to this district has on many occasions proven his ability and interest in local services, as have other County officials. It is not the popular belief that we get the short end of service because we are the poor relations, but rather due to a lack of understanding of our problems. We are flanked by two transcontinental highways and by-passed by both, and there is no direct route into our County seat. The "dead-end" kids, that's us.—M.F.)

Sunmore Gets More Water

29 PALMS—Hamilton Sales Corporation is putting water lines to a new section on Sunmore Acres, northeast of town. According to Dave Bowman, sixty per cent of the buyers at Sunmore plan to build private homes. The new model home is open for inspection at any time.



**QUALITY FEEDS
BEST ECONOMY**

Turkey Alfalfa \$28.00

**Stan's
Feed Store**

YUCCA VALLEY

Legion Auxiliary Elects

The American Legion Auxiliary Unit 469, Yucca Valley, held their regular meeting Wednesday evening, June 28. A very delicious pot-luck supper was enjoyed with Legion members.

Mrs. Ida Curtis, Mrs. Jessie Heaton, Mrs. Grace Bartlett, Mrs. Edna Chesler and Mrs. Lucile Carl were initiated into the unit.

Delegates to the State convention at Sacramento in July are Mrs. Julia Overbay, Mrs. Margaret Gurvine and Mrs. Marie Hollenbeck. Alternates: Mrs. Florence Harmon, Mrs. Edna Reagan and Mrs. Clara Livingston.

The following officers were elected for the coming year:

President, Mrs. Marie Hollenbeck; first vice-president, Mrs. Margaret Gurvine; second vice-president, Mrs. Hilma Peterson; secretary-treasurer, Mrs. Ruth English; sergeant-at-arms, Mrs. Clara Livingston; chaplain, Mrs. Marion Weir.

The Auxiliary made plans to help the Legion with their Fourth of July dinner.

Sunfair Notes

Roselle Fetherston spent the week at Rancho Roselle working for relaxation, has gone back to the studio to work (it all spells work to us) . . . Eddie's daughter was hurt when she turned over on the Sunfair road in Eddie's jalopy. We should start a petition to get that road fixed. self-respecting Supervisor would drive over it. . . . Tommy Frye really can give with the hot boogie on the Cantina piano. . . . Steve Monninger should shave that mustache or start smoking longer cigars. . . . Many favorable comments heard several days after the Rotary luncheon at the Cantina last Tuesday. They were quite impressed at our big fast growing industry. May have some turkey growers out of the deal for next year. . . . Mrs. Frye was the only female guest at the Rotary luncheon. Kept the entertainment on a higher plane. . . . Should be careful where we dump our refuse. Some five-acre homestead leasers are registering complaints.

Grennell Well Finished

MORONGO VALLEY—A well drilled for Chas. Grennell by Harry Wheeler was finished this week to a depth of two-hundred and twenty-five feet, and giving forty-five feet of water. The well has an eight inch casing and will have a windmill pump.

29 PALMS—Roy Bolster, Forestry Dept. fireman, was burned about the head and shoulders this week when he spilled a five gallon can of gasoline. The gas was ignited by a pilot burner. He was treated by Dr. Smith, who has had more than his share of burn cases lately.

SUNFAIR MY DESERT HOME

If you're full of aches and pains,
If you shiver when it rains,
If you feel that life's a burden and bore,
If the sun you seldom see
And you're longing to be free
COME TO SUNFAIR.

She's a dainty little town,
Please come down and look around,
For we know you'll love the things you're sure to see
If you hate the haze and fog
And the blinding burning fog
COME TO SUNFAIR.

Leave the city far behind
For a place where you will find
There's a friendly neighbor smiling 'cross the way.
Drop your troubles one by one
And come home when day is done
TO SUNFAIR.

There is music sweet and clear
Which your soul is bound to hear
In the deep toned silence of a desert night.
As the shadows softly fall
You will sense its muted call
AT SUNFAIR.

Restful slumber wraps you fast,
Whispering winds go drifting past,
Velvet moonlight drapes the mountain peaks so high,
Care and trouble all are gone
In your dreams of golden dawn
AT SUNFAIR

Come, my friend and find again
On this lofty desert plain
Health and peace to take you onward toward the goal,
Till your sun sets in the west
You will know you've found the best
AT SUNFAIR.

—By Bertha A. Ledbetter

Send Them The Joshua Journal

"All's Fair In Sunfair"

SUNFAIR TURKEY RANCHES

Turkey Growing is a Good Business . .

Sunfair is the Place for that Business

Come & See the Turkeys — Visitors Welcome

LOCATED 6 MILES NORTHEAST OF JOSHUA TREE

FURTHER INFORMATION ON REQUEST

Bunker Land Company

Owners and Developers

OFFICE AT SUNFAIR

JOSHUA TREE, CALIF.